

TechCraze 2k16

I D E A T H O N

“All things great, begins with an Idea”

SKFGI TechCraze 2K16 brings to you “Ideathon”, a platform where young curious minds can showcase their entrepreneurial skills and present them to an appreciable audience. If you think your Idea is unique and can grow up to be a big contribution to the world, then feel free to sign in and show it to us!

Participants, please follow the rules and regulations given below.

Contestants are required to come up with innovative start-up ideas (food, apparel, households, services etc.) that haven't been into the market yet. Your idea could be an adaptation of already available product but it has got to be unique in its own sense.

RULES & REGULATIONS

- You can participate either individually or in a group of maximum two members. Each team can come up with only one product.
- **All participants have to present a Power Point Presentation having not more than 10-12 slides; a slot time of 10-12 minutes will be given for your presentation.**
Technological and business aspects of the products must be specially taken care of.
- There will be only one round for this event.
- The context, synopsis and the basic theology behind your concept in the idea/product are to be clearly mentioned in the presentation.
- You will be judged based upon the uses, advantages, reliability, feasibility, how much contribution can it give to the society.

- If any other product(s)/venture(s) which can serve the same purposes (you mention) exist(s) in the market, then you need to clearly mention how your product stands out.
- Special mention of your target audience/customer, reaction of the public to your idea/product must be done.
- The market value and if necessary a layout of the sales value in an arbitrary number of years down the line are to be shown.
- It is to be noted here that the content of the presentation carries some weightage in the marking scheme.

Registration Fee: Rs. 50/- per head

We urge every participant to be creative, versatile and at the same time unique in their own concept. We at SKFGI always welcome new and cutting edge ideas and give those unspotted minds the right exposure in which they can hone their skills and proficiencies.

“When all think alike, then no one is thinking”

-----Walter Lippman

All the best!

For any further queries, feel free to contact.

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